




COURTNEY CULVER


STRATEGIC LEADER IN COMMUNICATIONS, OPERATIONS, & ENGAGEMENT

CONTACT

 317-519-4542

 courtneyculver03@gmail.com

 www.linkedin.com/in/courtneyculver/

 Carmel, IN

STRENGTHS

Leadership & Operations: Organizational Strategy | People Management | Process Development | Cross-Team Collaboration | Change Management | Performance Management | Career Coaching

Communications & Engagement: Communications Strategy | Brand Development | Marketing Operations | Executive Communications | Public Relations | AI & Technology Storytelling | Media Engagement | Content Governance | Employee Engagement

Project & Resource Management: Project Prioritization | Resource Allocation | KPI Management | Budgeting | Data Analysis

Technical Proficiencies: Salesforce (CRM, Marketing Cloud, Slack, Tableau) | Smartsheet | Asana | Highspot | Confluence | Google Workspace | Microsoft Office Suite

Training & Development: Curriculum Development | Role-specific Learning Programs | Executive Coaching | Enablement Asset Development

DEI Leadership & Advocacy: Outforce Indy Pres. | Outforce AMER VP | Equality Mentor

EDUCATION

Master of Arts, Organizational Leadership

Siena Heights University, Michigan

Bachelor of Arts, Journalism-Public Relations

Franklin College, Indiana

PROFILE

An authentic leader with a proven track record of creating high-performing teams, optimizing internal processes, and increasing stakeholder engagement through data-driven strategies and innovative initiatives. Skilled in strategic communications, operational transformation, organizational change, and team development—resulting in notable boosts in productivity and enhanced morale. Recognized for aligning cross-functional teams, reducing resource redundancy, and launching scalable engagement programs within large global organizations.

PROFESSIONAL EXPERIENCE

Sr. Director, Global Communications and Content Strategy

Salesforce

2024 - Present

- Enhanced global communication by creating a unified calendar, optimizing workflows, and integrating AI for multilingual messaging, leading to a 40% reduction in meetings and notable cost and time savings.
- Overhauled the content management system, reducing 141 content locations to 11, which resulted in a 70% increase in content findability and the archiving of 200K outdated items, thereby improving site usability and compliance.
- Initiated a successful 'Salesforce on Salesforce' program, providing over 100 high-quality and relevant use cases accessible to sales and executives in our CMS, achieving the highest views of any document within a month.
- Developed and streamlined processes into a single workflow intake model to effectively manage prioritization and optimize resource capacity.
- Standardized organizational metrics and KPIs to promote data-driven decision-making, enhance overall strategy, and ensure accountability.
- Provided guidance to executive leadership on business operations, change management, communication, and performance management throughout organizational transformations.
- Earned 5 nominations for the Salesforce Leadership Impact Award for cultivating a strong team culture of inclusion and psychological safety.

Sr. Director, Operations and Engagement

Salesforce

2022 - 2024

- Built a high-performing shared services team of 17 members, achieving zero attrition over two years and receiving 100% positive feedback in Great Leader Surveys, along with an impressive average CSAT score of 4.5/5 and recognition as 'Top Talent' by executive leadership.
- Introduced Asana workflows and an intake form, leading to a 70% reduction in one-off requests and a 50% boost in team productivity, while also eliminating redundant requests and fostering executive alignment.
- Established and enforced best practices and standards for Project Management across the organization, ensuring all Project Managers are aligned on Asana.
- Revamped manual KPI tracking into a streamlined process on the organization's first centralized data platform, saving leadership over 40 hours a month and ensuring consistent data collection for more than 5 products and 25 tools, thereby demonstrating their value during a company-wide layoff.
- Enhanced stakeholder communications by creating a cohesive brand identity and style guide, achieving an 80% open rate and a 30% increase in product adoption, while improving message clarity and brand consistency.
- Developed and launched a training and onboarding program for new hires, along with a 'Share & Learn' initiative for all employees, resulting in increased cross-team collaboration and innovation.

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PROFESSIONAL EXPERIENCE CONTINUED

Sr. Director, Internal Product Strategy and Engagement

Salesforce

2021-2022

- Led and managed full stack engineering teams and ux/ui designers, fostering teambuilding and open communication through personalized 'operating manuals', resulting in 100% Great Leader Survey scores and zero attrition.
- Implemented a strategic plan resulting in 50% sunset of technical tools, 20% increase in CSAT scores, and enhanced user experience for remaining tools within 3 months.
- Developed and successfully launched a custom-built technical CMS for Solutions Engineers at Salesforce, resulting in 80% adoption within 6 months and outliving 4 external tools and 5 internal content tools.
- Launched a new business value calculator product, leading to company-wide adoption.

Sr. Manager/Director/Sr. Director, Solutions Engineering Operations

Salesforce

2016-2021

- Implemented a customer-facing workshop program, resulting in 43 workshops held within a single fiscal year and driving widespread adoption by SVPs of Solutions and Sales, strengthening client engagement and solution alignment.
- Revamped dashboard process, resulting in a dashboard saving 10 hours of meetings and 400 hours of manual work monthly.
- Implemented successful internal Quarterly Business Review program leading to improved morale and collaboration across teams, and reduced redundant work in the organization.
- Revitalized training program, executing 4 workshops/year for 3 years, resulting in 240 trained employees and \$200M ACV influenced annually. Achieved 4.4/5 CSAT scores and reported results to executives each quarter.
- Revamped SE content support, migrating 3,000 pieces to internal CMS and building stakeholder relationships through custom technical content, resulting in successful audits and archiving of 1,000 outdated pieces.
- Created a 3-week, customized learning journey and training curriculum on a new corporate content site in preparation for a 3-day onsite immersion training event for global solutions engineering teams of 5,000 people.
- Designed the event content, curriculum, and schedule for 4 Business Value leaders to successfully deliver Sales Discovery Methodology training at an onsite immersion training.

Sr. Manager, Global Marketing Solutions

Salesforce

2014-2016

- Launched a CMS for Salesforce Marketing Cloud by leading a small team in developing, launching, and managing the company's first centralized content platform, resulting in 90% adoption from Sales, 80% from Service, and 60% from other departments including Product and Legal teams.
- Drove revenue growth and deal velocity by launching a 'Digital Audit' customer discovery offering, resulting in performing over 40 audits and influencing \$4.5M in revenue for clients such as e.l.f., Altared State, Dicks Sporting Goods, Staples, Target, and more.
- Developed a content governance program; leveraging data from monthly reporting to archive, curate and promote relevant content assets.
- Launched Proposal Builder product within CMS; streamlining the proposal and quoting process for all sellers and operators
- Led four contractors in a 3-month re-branding project; updating over 5,000 corporate assets for the Marketing Cloud business unit.

Director of Marketing

Oxford Financial Group, Ltd

2011-2014

- Managed all marketing, events, public relations, advertising, and sponsorships for 6 American offices of this independent Registered Investment Advisor (RIA).
- Led 6-month launch of Salesforce CRM for 200-employee RIA company, resulting in changed behaviors, improved data management and increased productivity.
- Created and implemented a comprehensive brand and style guide, including templates for all internal and external materials, resulting in increased customer trust and long-term adoption by the company.
- Launched quarterly webinars for the company, resulting in over 100 attendees each quarter, after collaborating with investment leaders to outline topics and obtaining quality audio/video equipment for streaming and recording.
- Delivered 3 annual reports on time and error-free, earning high praise from the CEO, leadership team, and stakeholders for exceptional quality, content accuracy, and timeliness, reinforcing trust and credibility in executive communications.
- Managed media relationships and content placement for 6 markets

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PROFESSIONAL EXPERIENCE CONTINUED

Director of Marketing & Sales

Endeavor Communications

2007-2011

- Launched marketing campaigns that increased website traffic by 80% and saved 40% of customers \$5/month with paperless billing.
- Planned community events like Movies in the Park and the Annual Family Barbeque, attracting over 100 attendees and boosting CSAT scores by 30%.
- Revamped sales strategy and trained a new team, achieving a 50% increase in TV and internet sales and a 20% increase in ancillary product sales in the first year.
- Led marketing, customer communications, and sales for a 12-District telecommunications cooperative in rural Indiana.
- Developed and managed budgets for marketing and sales initiatives, including vendor relationships.

Community Relations Coordinator

Eton Academy

2004-2005

- Managed internal and external communications, marketing and event planning for a non-profit K-12 private school in metropolitan Detroit
- Planned and executed the annual fundraising gala, raising over \$100K, which included a silent auction, dinner and entertainment
- Led the parent volunteer organization, including biweekly meetings to plan events for the school and educator appreciation activities
- Acted as Interim Admissions Director for 3 months during a hiring process - meeting with the parents of prospective students to educate them on the school and admissions process and giving tours of the building and grounds

Regional Marketing Representative

ALSAC/St. Jude Children's Research Hospital

2004-2005

- Planned and executed over 10 fundraising events per year in a three-state Midwest territory, surpassing previous year's fundraising by 20%.
- Managed volunteers in multiple communities across 3 states to ensure community engagement and optimal execution of events
- Engaged with media outlets to promote local fundraising events throughout the territories
- Met with local companies, performed public speaking engagements to inform employees of charitable giving opportunities through direct deposit.

TESTIMONIAL

"Courtney is an exceptional leader who sets a clear example of what it means to **"lead with values"**. I've had the privilege of working alongside and learning from Courtney over the past 12 months, and I owe much of my professional development to her during this time. Regarding business leadership, Courtney's ability to embrace and adapt to change is infectious. She is open and communicates in a way that inspires and offers reassurance, even in times of uncertainty. **Connecting the disconnected and seeing the broader picture is evident in Courtney's ability to think long-term, strategise and innovate.** She constantly considers how her team can grow through experimentation and iteration and isn't afraid to lean on the knowledge of others around her.

When it comes to being a trusted partner, Courtney leads the way. Integrity and authenticity are core to how she shows up to every situation. She is courageous and fosters a culture of trust by promoting psychological safety on her teams. Courtney strives for inclusivity and diversity. She makes sure everyone is empowered and has a voice at the table. Most importantly, Courtney is a problem solver. She works with you to develop solutions if you come to her with issues or conflicts.

Courtney's stand-out strength is her ability to be a talent multiplier. She is the person you want to have in your corner regarding career progression. Courtney possesses the ability to guide and coach you towards your goals in a way that is relevant to business needs and objectives. She genuinely believes in her team, is their biggest supporter, and takes accountability in helping others reach their goals. The result of this? **Courtney consistently builds outstanding teams around her, which everyone wants to experience."**

— Daniel Tilley, Team Member, 2023

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